

GIULIA SCALA

BRAND & DIGITAL COMMUNICATION DESIGNER

BRAND COMMUNICATION · CREATIVE DEVELOPMENT · DIGITAL CONTENT · CREATIVE PRODUCTION

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PROFILE

Brand & Digital Communication Designer with experience in brand communication, content strategy, digital storytelling and creative production across fashion, jewellery, art and lifestyle. Skilled in developing visual and editorial content, social media strategies and integrated communication projects, with experience coordinating creative workflows and photo and video production.

WORK EXPERIENCE

Junior Communication Designer | Alto Piano Studio May 2025 – Present | Milan, Italy

- Support the creative development of visual content and communication projects across fashion, jewellery and art, contributing to the development of concepts and creative directions.
- Support the planning and coordination of photo and video productions, contributing to production workflows from pre-production through to delivery.
- Assist in the development of visual and editorial materials for client presentations and studio communication.
- Contribute to the studio's communication strategy across digital, social and print channels, ensuring consistency across visual and narrative outputs
- Collaborate with creative and production teams during shoots and events, supporting organisational activities and on-set workflows.

Communication Manager & Project Manager | Sportiva Basket Sondrio Jan 2023 – Present | Sondrio, Italy

- Manage social media channels and website communication, including editorial planning, content creation and publishing.
- Develop visual and video content for social media, including graphics, stories and reels, to strengthen community engagement.
- Coordinate communication and co-promotion activities with sponsors and partners.
- Plan event logistics and communication for seasonal events, coordinating the team throughout production and delivery.

Junior Communication Designer – Internship | Studio Shift Oct 2022 – Feb 2023 | Morbegno, Italy

- Supported strategic communication concepts and visual identity projects for public-sector and third-sector clients.
- Participated in co-design workshops and participatory processes with stakeholders.
- Applied design thinking and systems thinking methodologies within multidisciplinary teams and supported social-impact communication projects.

EDUCATION

MSc Communication Design, Politecnico di Milano 2022 – 2024

Erasmus Experience – Product & Industrial Design, Lapin Yliopisto University (Finland) Jan – Jun 2024

BSc Interior Design, Politecnico di Milano 2019 – 2022

CORE SKILLS

Brand & Communication: Brand Communication · Brand Strategy · Brand Positioning · Visual Storytelling · Content Strategy

Digital: Digital Content · Social Media Strategy · Community Management · Editorial Planning · Digital Storytelling

Creative & Production: Creative Development · Visual Communication · Project Coordination · Event Production

TOOLS & DIGITAL SKILLS

Digital: Meta Business Suite, Google Analytics, Google Ads, Hootsuite/Later, WordPress.

Design: Adobe Suite (Illustrator, InDesign, After Effects, Photoshop, Premiere Pro), Figma.

LANGUAGES

Italian: Native | **English:** B2 | **French:** Intermediate

INTERESTS

Interior design, Fashion, Basketball, Cooking, Outdoor activities, Vintage & iconic design objects